THE ORIGINAL

MOONBEAMS

Founded by — Colonel E. A. Little

Smallest Newspaper in the West — Circulation Under 1,000,000

Vol. IV, No. 1 Boyes Hot Springs, Calif. Friday, July 11, 1958

By Mail: $1.29 Per Year. Pickup, free

Moonbeams Has A Birthday Today...

IN THE VALLEY OF THE MOON

Well . . . Well . . . Well . . . With this issue of MOONBEAMS we turn over not a new leaf, but a whole volume . . . Yes it's now Vol. 4, No. 1 . . .

MOONBEAMS has come a long ways during the past few years, and has had many ups and downs like any other baby . . . But now it is old enough to start running, and you will see it going places and doing things . . .

MOONBEAMS now has its own printing plant and is able to produce not only itself, but the best of job printing . . .

MOONBEAMS also has its own home . . . a building of about 550 square feet on its own lot about 60 by 90 feet . . . Leaving lots of room to grow . . .

MOONBEAM is happy to have been able to serve you all these years and will continue to try to fill the gap that has been needed in The Valley of the Moon for many years . . .

MOONBEAMS got off to a good start with the guiding hand of Ye Ole Colonel, but now that there is more work to do it is up to the Private to get the job done . . .

MOONBEAM wishes to thank all its good advertisers and subscribers who have made this progress a reality . . .

MOONBEAM stands ready to serve any cause that will benefit the majority in The Valley of the Moon . . .

Thank you,
The Publisher

MIKE & ROSE'S MARKET, Boyes. Open Wed. to Sat., 10 to 6 except on Saturday, 9 to 7. Highest quality meats. Groceries.

Over 100 4-H boys and girls have been invited to San Rafael, Aug. 7th for a free picnic lunch as guests of Guide Dogs for the Blind, Inc. Many members of the 4-H have chosen as a project to raise pups and help develop good Guide Dogs for the Blind.

What a lot of women would like to do with last year's dress is get into it.

CHEF CARDINI'S RESTAURANT, Glen Ellen. Fastidious in its meals, drinkables. Comfortable, luxurious. We cater anywhere.

Frank Polace is a mayor without a city. He won a Florida election handily, but the proposal to create a city for him to mayor over was defeated . . . This could even happen here!!!

Girls have you lost a bike, well the Sonoma Police Dept. has a couple, and the owners may have same by calling at the Police Dept.

FRANK'S HARDWARE, Castner Bldg., Boyes. Gardening equipment, Household appliances, Giftware, Paint, Tools, Glass.

The Sonoma Valley Senior Citizens' held a picnic at Keaton's Shack.

A new 31,500 gal. water tank has just been installed by the Mountain Avenue Water Company, which will give the company 81,500 gals. of storage.

You've reached middle age when all your exercise is caution.

PALMS INN, Verano. Meet Carl and Rene Inskeeps your hosts, also Wilma and Barney Barnett in the dining room. Open every day.

Too many people who have passed their driving tests think they can pass anything.

The Kenwood Woman's Club will meet at the home of Mrs. Allen MacDonald for a pot luck lunch on July 14th at 1:30 p.m.

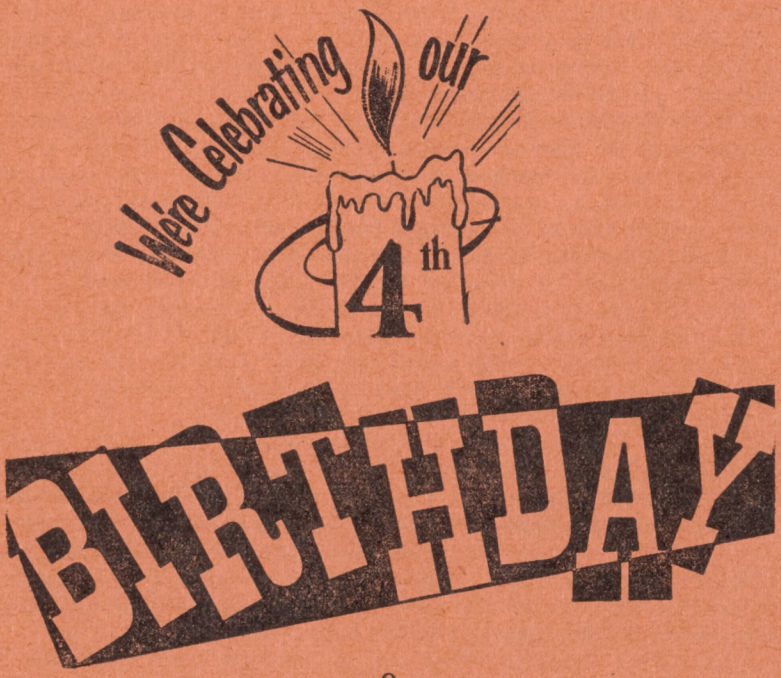
The Sonoma Mission Inn is now featuring Tony Udjer's Dance Combo every Saturday night, from 9 p.m. to 1 a.m.

WAYNE POWERS, Pool Maintenance. Quality service. Chemicals, repairs, heaters. Six years in business. Call LIberty 5-2955.

The San Francisco Labor Council has announced a "war chest" of $100,000.00 for the campaign against right-to-work, which qualified for the tNovember ballot . . . Some Unions have been taxed as high as $8.00 per member . . .At this rate the Unions should make out pretty good, with 150,000 members in San Francisco alone . . .

MISSION CHAPEL MORTUARY, Funeral Directors, Sonoma. James and Jack Bisso. Only home-owned and operated mortuary serving Sonoma Valley families. Telephone WE 8-3357.

Starting with the August issue we will be forced to raise our subscription rate to $1.89 per year . . . Sorry . . . Blame the Postal Dept.



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MOONBEAMS

P. O. Box 446

Boyes Hot Springs, Calif.

MOONBEAMS

Published every Friday by Private Bill Sandlin, P. O. Box 446, Boyes Hot Springs, Calif. $1.29 per year by mail, pickup, free.

BROADWAY CAFE, Sonoma. Mendel Cader, manager. A cozy bar and dinning room, serving luncheons, dinners. Quiet, efficient.

Congratulations to the A.B.C. . . . It was announced this week that they have ordered a five-day suspension of the on-sale and off-sale beer and wine licenses of Otto T. Richter and Bertha Von Sydow at 1190 E. Napa St., Sonoma for selling to a minor.

What next! In a super-drugstore, among the items of merchandise on the floor near the aspirin, is a white Jaguar sports car "specially priced" at $3495.

BUD'S GARAGE, corner Railroad & Cherry Sts. Guaranteed finest workmanship. Chevron Service Station. Phone WE 8-3971.

Money may be the husk of many things, but not the kernel. It brings you food, but not appetite; medicine, but not health; acquaintance, but not friends; days of joy, but not peace or happiness.

Don't forget you have a date to attend the Sonoma County Fair during July 18-27 . . . They say it will be bigger and better.

RUSTIC INN, Glen Ellen. Center of town. Last of the original 11 tavern. Jack London liked the place. It's western!

A local cafe owner was telling us that on their day off they always drive to Santa Rosa and have dinner at Mill's Patio . . . They like barbecued spare ribs the best . . . We do too . . .

Did you know that you can get 2 hour emergency cleaning service at the Valley of the Moon Cleaning Plant? Well you can!!!

VALLEY OF THE MOON CLEANING PLANT, Hwy. 12, Boyes. Fast service, Free pickup. All work done on premises. WE 8-5830.

Alcoholism is now 155 times more prevalent than polio, according to a comparison of figures supplied by major national health authorities. Ahe figures line up like this: Cancer, 740,000; Tuberculosis, 400,000; Polio, 29,270; and Alcoholism, 4,589,000.

Like Swiss Steak??? Well, Jim at the Food Center Meat Dept. has it for 89c lb. this week-end . . . Better load up before it goes up.

R. A. "BOB" MILLER —o— "Yours for Life"

Insurance Exclusively Next to Telephone Co., Sonoma

Next Tuesday don't go to Mendel's Cafe in Boyes, but on the other six days of the week you can get some pretty hot Spanish food.

Got a friend that you wish to send a gift to, but they have everything? . . . Well flowers are always welcome, if sent from Bancroft's Nursery in Sonoma . . .

SONOMA GROVE, Hiway 12 south of Boyes. Finest food and drinkables, homelike atmosphere. Italian foods, also Seafood.

ADOBE DRUG (Ray S. Duer), 417 1st St. W., Sonoma. WE 8-2971
Prescription Specialist Veterinary Supplies

We understand that Guy and Rosie Bounds plan to open a dry cleaning plant here in the valley . . . They both have been in the business for many years and are just waiting for the machinery to arrive . . .

Wanted good home for boxer dog. Short tail and long years, very fond of children and good watchdog . . . Contact Moonbeams . . .

ELECTRONIC DRIVE-IN-TV and Radio Specializing In Auto Radio. 736 West Napa St., Sonoma. Kraft and Castori. WE 8-4839.

St. Barbara's Guild will hold a rummage sale starting August 23 to September 5th. Those wishing to donate rummage Phone: WE 8-2741.

Leanne Johnson, 17, will represent the Sonoma Valley in the queen contest to be held at the Sonoma-Marin district fair.

Escort, looking at high prices on night-club menu, to date: "Well, what will you have, my plump little doll?"

UNDER-COVER SHOP, Rustic Bldg., Glen Ellen. Lingerie, robes, imported blouses, nurses' uniforms, novelties. Reasonably priced.

Burglars got away with about $50.00 in change from the Rustic Inn in Glen Ellen last Saturday morning.

Don't forget to attend the dance at the Veterans Memorial Bldg. this Saturday night, as it will be a benefit for three juvenile baseball teams.

SUSAN'S RESTAURANT (formerly Blanche's) W. Napa, Sonoma. Short orders or full meals. Where Truckers' stop for coffee!

Congratulations goes to Pat Garcia, 12, who won herself the Northern California Championship main event at the Mill Valley quarter-midget race track. Pat is the daughter of Mr. and Mrs. Edward Garcia of El Verano.

SONOMA MISSION INN, Boyes. Splendid cuisine, excellent bar, and luxurious accomodations.

Last Saturday a fellow driving a car with California Plates DMX540 was in Boyes with a fawn in his car . . . Didn't know you could have such a pet???

We received word this week from The Macmillan Co. that John Langdon of 16820 Sonoma Hwy. will see his novel "S.S. Silverspray" published this week . . . Langdon is the author of several prize-winning novels.

Yes - - MOONBEAMS will be happy to take care of your RUBBER STAMP problems. Give us a try next time —

JIM'S MEATS, at Boyes Springs Food Center. Top quality always. We cut to your order. Fresh poultry. Delicatessen dept.

Received a nice letter from the Executive Mansion in Sacramento this week, thanking Moonbeams for support of Goodwin for the U. S. Senate, which was signed by Virginia . . . (Mrs. G. J. Knight).

Frank L. Kaup of Pt. Richmond is now one of our valuable subscribers, don't know the gentleman, but the bank cashed his check . . .

For Barbecued Spare Ribs like you have never eaten before, try MILL'S PATIO, 2755 Mendocino Ave., Santa Rosa — Also bar.

Had another letter from the U. S. Senator thanking us for our services, etc. as a candidate for Governor . . . it came all the way from Washington, D. C. and was signed William F. Knowland.

For your information Ye Ole Private is now a member of The Valley of the Moon Lions Club . . . Seems like all the good printers and publishers join the Lions sooner or later . . .

GLEN ELLEN LIQUOR STORE. "Slim" Wallace. On Arnold Drive. Varied stock—wines, beer, whiskeys, liquors.

Also in the mail bag we found a letter from that nice Herb Snyder, Jr., thanking Moonbeams for cooperation during the last election, which elected him Sonoma County Recorder . . . He also wanted us to remind you good readers he will continue to give you the best service at the lowest cost, and you are always welcome to drop in at his office and say "hello".

VALLEY OF THE MOON CIGARS—Union label, handmade right here at home. Superior quality always. Most dealers have 'em.

Our our question, How much water could we get for $10.00 for our 60x90 lot ten years from now from the Coyote Dam at the rate of $43.00 per acre feet . . . Well we got an answer . . . One acre foot of water would cover the lot a depth well over the top of the office door and would provide water for 4 baths, 300 cups of coffee, wash 30 shirts, and leave enough to mix 1,799,000 highballs . . . signed K. C. Jones, Altadena, Calif.

LONDONSIDE, just outside Glen Ellen. It's unique, sure to be remembered. Delectable drinkables and a place for fun.

We will be happy to add Veterans of the Sonoma Valley, who are in hospitals to our mailing list free of charge . . .

A judge's definition of an accident after hearing both drivers' stories: A head-on collision between two stationary cars parked on their own side of the road.

FRIBERG DRUG STORE, So. Broadway, Sonoma. Prescription specialists. Time-Ex watches. Soda fountain. A super drug store.

LEE STARRETT, Massuer, at Bathhouse, Boyes. Massages, slenderizing. You'll look and feel better. Make it a habit.

The Valley of the Moon Fire Department have been painting their firehouse the past week . . . Looks good!!!

At a stork shower, the climax of the evening came when a beautifully decorated cake was put before the expectant mother inscribed: "Happy Labor Day."

The real space man is the one who can find a parking place.

MENDEL'S CAFE, Boyes Plaza. Serving daily from 12; Spanish Food, Pizza, Steaks, Seafood — Cocktails — Closed Tuesdays.

The Valley of the Moon Recreation District has planted another thousand trout in the recreation dam, it was reported by Oscar Larson.

Just about the time a woman thinks her work is done, she becomes a grandmother.

Beauty parlor: Where the talk alone is enough to curl your hair.

BEAGLE A.K.C. Reg. at Stud, Proven Sire, Famous Deer Hound, Voice, Leader. 1469 E. Napa, Sonoma WE 8-5111.

When you set down to dinner tonight, there will be about 35,000 more persons in the world than when you had your breakfast.

If you like to swim, you can get all wet on the outside in the pool at Londonside, and all wet on the inside on a stool in Londonside.

Teen-agers: People who get hungry again before the dishes are even washed.

FOUR CORNERS CAFE, So. Broadway, Sonoma, The home of Steam Beer — Sensational Pizzas to take out, Get one today.

Woman: A person who stands 20 minutes talking at a door because she hasn't time to come in.

Where is the Rustic Inn??? Well it's next door to the Under-Cover Shop in Glen Ellen, so if you are in the doghouse with the Mrs. you can find just the door-opener in the way of a reasonably priced robe . . . and snitch a drink at the same time . . .

BANCROFT NURSERY, Sonoma. Is the place to order flowers For all occasions . . . They Will Deliver . . .

The El Verano Improvement Club will hold a rummage sale soon and welcome any rummage you wish to donate . . . It can be left at the Valley of the Moon Cigar Factory in El Verano, located just outside the city limits . . .

BATES & EVANS, Funeral Directors. 691 Broadway, Sonoma. Sonoma Valley's Pioneer Funeral Service firm. Serving families of all faiths since 1897. Telephone WEbster 8-2686.

There isn't much any of us can do about the new postal rates, and it hasn't seemed as if there was much hope of ever making the Postal service more efficient, less wasteful. But the Post Office says, "we can help do it." For instance: Be sure to put zone numbers in all addresses having them; Be sure to have your return address printed on every envelope via Moonbeams; Mail letters early in the day, as 80% of the mail received now in the post offices is between 6 and 10 p.m.

You won't be hearing much more about our '57 Ford "6" as we now have a General Motors product . . .

Man applying for home loan: "I want to build a $10,000 home . . . naturally it'll cost $15,000, so I'd like to borrow $18,000 to cover it."

Wanted 555 More Subscribers!

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MOONBEAMS

P. O. Box 446

Boyes Hot Springs, Calif.

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